



Issued by the Public Relations Department,
Vol. III. No. 3. RADIO BRANCH, MANITOBA TELEPHONE SYSTEM

March, 1939.

SIXTEEN YEARS

Without celebration, for we're growing used to birthdays, we pass on March 13th the sixteenth anniversary of the official opening of CKY. We pause in the rush of a busy broadcasting schedule long enough to look back over sixteen years of progress; re-dedicate ourselves to serving the people of Manitoba and maintaining the highest standards possible within the limitations imposed by circumstances; and look forward to the privilege of continuing our effort through another twelve months.

★ HIGH PERCENTAGE LISTENING TO CKY

Interesting figures were disclosed in an independent survey conducted by telephone recently to ascertain facts regarding Winnipeg listeners' station and program preferences. Professional survey experts unconnected with CKY made twelve thousand calls during the week of January 23rd to 28th inclusive. People were asked, among other questions, to what station they were listening, whether CKY or other Canadian or United States broadcasters. Of those reporting, the average for the entire week gave: **CKY.....73.07%**

Further results of the survey will be published in future issues of "Manitoba Calling".

MANITOBA CALLING

This bulletin, published monthly, is available gratis at Telephone offices throughout the Province. It will be mailed anywhere for the cost of postage. Readers receiving it by mail should be sure to notify us of change of address.

RADIO PERSONALITIES



W. DAVIDSON THOMSON

Although a native of Perth, Scotland, W. Davidson Thomson may truly be called a Canadian baritone. He has appeared in recital and oratorio in all the principal cities and towns throughout the Dominion. In Winnipeg he has been associated with the choir of Knox Church for thirty-three years, during nearly twenty years of which he has been the conductor. As a community song leader he has been identified with song-fests in the city parks and at great conventions in Chicago, San Francisco and elsewhere. He sings the songs of the people with fine musicianship and the sympathetic touch of the true artist.

MEET THE MIKE FAMILY

This is the second in a series of articles describing past and present types of microphone used in broadcasting.

No. 2: A HORN IS ADDED

As was explained in our February issue, the first microphone employed in Canadian broadcasting was little better than an ordinary telephone transmitter. Connected with the radio apparatus by a flexible cord, the microphone was held in the hand, close to the lips while speaking. Suspended near a phonograph, it caught the music—after a fashion—but its elementary design added to the deficiencies of the sending and receiving equipment and resulted in very unfaithful reproduction. It did poor justice, even to the inefficient phonograph records of those days. Used first for radiotelephone experiments, before the name "broadcasting" had been applied to the new art, the common microphone sufficed to meet the demands of engineers who at that time were concerned more with intelligible transmission of speech than with its finer tonal qualities. The music was merely injected for testing purposes and not for anyone's entertainment.

Few Listeners

Except for the professional radio engineers and operators who heard those early experiments, the audience comprised a few of that fraternity which has contributed so much to radio progress—the amateurs. As the result of lectures and demonstrations, with the active co-operation of the press, the public soon became aware of the advent of a new diversion in the home—listening to the radiotelephone. They began to buy receiving sets—crystals and headphones, and queer odds and ends which, when connected together by an expert, could be persuaded to emit sounds of static and the occasional tinkle of music from a tin horn called a loud speaker. In one or two of the larger Canadian cities a radio manufacturer and, later, certain newspapers and other commercial organizations commenced broadcasting regular programs. In Montreal, for example, the schedule was one hour each Tuesday night!

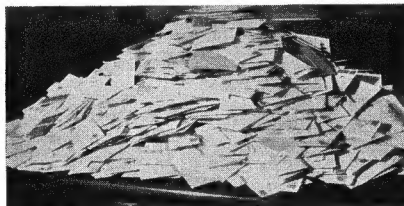
Phonograph records were interspersed with piano solos, and sometimes a vocalist came to the undraped, bare-floored room in the factory to sing. Then there was added—as a master-touch of refinement—a wide-flared phonograph horn. We fitted the microphone to the narrow end of it and hung it by a string from the ceiling, so that instead of holding the microphone to the lips, one could bellow into the horn or let it catch, from a distance of several feet, music from the piano or other instrument.

Next Issue:

CKY Introduces an Improved Microphone

MAIL RESPONSE

Recent announcements in a series of programs that an article of jewellery would be distributed to listeners complying with certain conditions, including the enclosure of twenty cents, brought a phenomenal response in mail addressed to CKY. Day after day the avalanche of letters poured in, until a grand total of 24,465 were received during the three weeks' campaign.



A Solid Stack of Letters

Our picture shows one program's morning mail delivered to the Public Relations Department of CKY on February 17th. Many more letters arrived later in the day.



"INFORMATION PLEASE"

Commencing on March 2nd, CKY will broadcast a series of programs which have been aptly described as "a cross between a minstrel show and a loose-leaf encyclopaedia". Clifton Fadiman, master of ceremonies, is literary critic for the "New Yorker" and prolific contributor to such magazines as "Stage", "Harper's", "Bazaar" and "Vogue". Last year he travelled nearly 40,000 miles on a lecture tour.

"Information Please" is a different type of quiz feature. Instead of experts putting questions to members of the audience, or a "professor" asking prepared questions of selected candidates, "Information Please" uses an original technique which involves the presentation of queries from famous men and women to equally prominent authorities on a variety of topics. Among those who have tried to stump the experts are a number of Justices of the United States Supreme Court, Caroline Wells and Walter Winchell. Guest experts have included Dorothy Thompson, George S. Kaufman, Harpo Marx and John Erskine. The series is scheduled for Thursday at 7.00 p.m. C.S.T.



ANNOUNCERS' NAMES

Announcers on CKY and CKX are now permitted to announce their names once each day, at times selected by themselves. Hitherto, the announcers have remained anonymous. The change has been made in response to popular request.

THE LISTENER WRITES

CKY and CKX receive thousands of letters each month, many of them praising the programs and some offering suggestions and criticism. All are welcome. In referring to any of the letters, whether on the air or in these columns, we do not disclose the names of the writers unless they have given us special permission to do so. Also, when the location might make identification of the writer easy we refrain from mentioning it. Correspondents are requested to sign their communications, as anonymous letters cannot be given attention.

THEME TUNE—"Will you please tell me the name of the number played as a theme on the Massey Harris program four or five years ago . . ."—Gold Pines, Ont.

FEARS MIKE FRIGHT—"In a few days I am to go on the radio. Could you tell me something to do that would help me forget the thousands of people who might want to shut off the station . . ."—Winnipeg.

OFFERS JOKE BOOK—"One of your speakers could do with a joke book . . . When I find mine I'll send it along . . ."—Winnipeg.

THE BOARD MIGHT BE BORED—"If the board, or whoever it is that decides what we must listen to, had to hear all the programs that are broadcast day after day, I am sure there would soon be a change . . ."—Winnipeg.

STEADY LISTENERS—"We listen to more CKY programs than any other, which of course is as it should be . . ."—Wellwood, Man.

HANDS ACROSS THE BORDER—"Professor Jackson and others at CKY are just like old friends to us, though we have never met. Our High School seniors are to be in Winnipeg for the Royal Visit on May 24th . . ."—Greenbush, Minnesota.

ABLUTIONS—"One effect of present broadcasting should be to make us the cleanest nation on earth . . . We are enjoying the battle of the suds. The dramas work us up into quite a lather . . ."—Winnipeg.

DONALD NOVIS—"Donald Novis was born in England of an English mother and a Welsh father. He came to Chapleau, Ontario, while quite young and spent his childhood days there and at Fort William. His father sang in the Anglican church choir at Chapleau. Later, when his father was in poor health, they moved to California. Donald spends part of his holidays every summer at Fort William with his uncle, who happens to be my brother-in-law . . ."—Russell, Man.

STAFF PORTRAITS . . . 21

MISS MARGUERITE McFADYEN, Stenographer, CKY

Marguerite Weir McFadyen is a native of Winnipeg and has lived here all her life. She attended elementary schools and Gordon Bell High, topping off her education with a course in a business college. Joining the staff of CKY in April, 1936, Miss McFadyen was soon immersed in the



activities of a broadcasting office. Whether or not enjoyment of a radio program is impaired by one's having typed the script as part of the daily grind, she doesn't say! During her trick at the telephone switchboard, she is called upon to enlighten enquirers concerning a wide range of subjects, from the temperature to the amount of Jack Benny's salary—"just to settle an argument". When she doesn't know the answers, she makes a conscientious effort to direct the questioners to suitable sources of information. She receives her share of the abuse which public servants are expected to suffer, but this is more than counteracted by the great number of compliments she is asked to pass on to artists and announcers. She doesn't depress the announcers' spirits by retailing all the harsh things she hears about them, nor does she over-stimulate their vanity with too many praises from admirers.

Miss McFadyen's favorite hobby is music. She sings in the choir of St. Stephen's-Broadway Church and is a member of the "Marianna Singers" ensemble, which has been heard on the C.B.C. network. On the radio she likes the best of the dramatic productions. She bowls in the Manitoba Telephone System Bowling League, and she knits—occasionally. Pressed regarding this, she admitted having produced one sweater in two years. We must remember to place our orders early! Seriously, however, the subject of this biography is efficient in her work and brings to it a personality which is very helpful in solving the variety of problems presented in a radio station's day.



"MY HOBBY" SERIES

Hobbies to be discussed by University guest speakers on CKY-CKX at 4 p.m. on Wednesdays in March include "Tapestry Weaving", "Studying Birds", "Gardening" and "Making a Wild Flower Garden".



"DOCTOR QUERY"

New Series to Begin
on March 22nd

"Doctor Query and his Brain-twisters", a favorite "quizz" program on CKY for two seasons, is to be back on the air again on Wednesday, March 22nd, this time on a C.B.C. network. As in the past, the feature will be staged at the Capitol Theatre, Winnipeg, with CKY announcers at the microphone.

Every Wednesday at 9.00 p.m. C.S.T., the learned Doctor, who is George Waight in private life, will propound his questions for the enlightenment and amusement of the theatre audience and the larger number throughout the three prairie provinces.

"CAPTAINS OF INDUSTRY"

A new program, being broadcast by CKY on Tuesdays at 6.45 p.m. is entitled "Captains of Industry". It tells, with dramatic effects, the life stories of many famous inventors, industrialists, showmen and others. There is inspiration in the lives of such men, and the series contains much to encourage the ambitious, as well as to satisfy the curious.



"JIMMIE ALLEN" RETURNS

There is general rejoicing among the juveniles. Jimmie Allen is back on the air with his thrilling exploits and instructional talks to girls and boys. In conjunction with a number of public organizations, it is planned to present many worthwhile flying activities in which the young listeners will have opportunities to enter model aeroplanes in competition.



SCHOOLS' ORCHESTRA

The Manitoba Schools' Junior Symphony Orchestra is now broadcasting over CKY on Saturdays at 10.30 a.m. Formerly conducted by the late P. Graham Padwick, the work is now being carried on under the direction of Ronald W. Gibson.

"LONE RANGER" ON CKY

"Hi-Yo Silver!" will soon be a cry familiar to thousands of young CKY listeners. It heralds the coming of the popular serial "The Lone Ranger" which is to commence on CKY on Monday, March 6th at 5.00 p.m. and to continue thereafter at the same time on Mondays, Wednesdays and Fridays. "The Lone Ranger" is not only a thriller of the type which boys enjoy: It carries with it many useful lessons, not the least of which are those to be taught in a brief talk on "Safety", which is to be included with each episode. On CKY, these Safety Talks are to be given by "Uncle Peter".



LOW COST OF RADIO

An appreciative listener in St. James. Man., has written to CKY asking "How is it possible for Canadians to hear such wonderful programs of outstanding events at the ridiculously low fee of \$2.50 per annum?" The answer is that the difference between the amount of the fees and the total cost is paid by the radio advertisers.



CKY broadcasts talks on "Today's Programs" each week-day morning at 8.55.